

### **III. REMARKS**

Claims 1-26 are pending in this application. By this amendment, claims 1, 3, 8, 15 and 21 have been amended. Applicant is not conceding in this application that those claims are not patentable over the art cited by the Office, as the present claim amendments and cancellations are only for facilitating expeditious prosecution of the subject matter. Applicant does not acquiesce in the correctness of the rejections and reserves the right to present specific arguments regarding any rejected claims not specifically addressed. Further, Applicant reserves the right to pursue the full scope of the subject matter of the original claims in a subsequent patent application that claims priority to the instant application. Reconsideration in view of the following remarks is respectfully requested.

In the Office Action, claims 1-26 are rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Stern (U.S. Patent Pub. No. 2002/0032740) in view of Bliss et al. (U.S. Pat. No. 6654789), hereinafter “Stern” and “Bliss” respectively.

#### **REJECTION OF CLAIMS 1-26 UNDER 35 U.S.C. §103(a)**

With regard to the 35 U.S.C. §103(a) rejection over Stern in view of Bliss, Applicant asserts that neither Stern nor Bliss teach or suggest each and every feature of the claimed invention. For example, with respect to independent claim 1 (and similarly 8, 15, and 21), Applicant submits that Stern and Bliss fail to teach, suggest, or make obvious “wherein the valid electronic address is determined when one of the address generation scripts produces a previously unused electronic address that is unique.” As disclosed by the Office in the Office Action, Stern’s address generation is “for marketing purposes.” Stern specifically reverse

engineers an electronic address in order to obtain additional electronic addresses that are already in use. The Office references Internet email service providers such as yahoo and hotmail; however, these providers normally allow the user to choose an electronic address, which the service provider later validates. Applicant therefore submits that it would not be obvious to one of ordinary skill in the art to apply a reverse engineering method, wherein the method involved deconstruction of an electronic address, in order to construct a unique and valid electronic address. Accordingly, Applicant respectfully requests that the Office withdraw its rejection. However, if the Office chooses to maintain the rejection, Applicant respectfully requests that the Office clarify how the cited references specifically teach or suggest the invention of claim 1. In particular, Applicants request that the Office particularly point out how Stern in view of hotmail or yahoo allegedly teaches automatic assigning of user names based on user defined templates.

Furthermore, with respect to independent claim 1 (and similarly 8, 15, and 21), Applicants respectfully submit that Stern and Bliss fail to teach or suggest “providing administrator access for manual amendment of an address in an event that a valid address has not been generated by the sequence of address generation scripts.” Stern has no provision for this kind of administrator amending, because Stern is concerned with reverse engineering preexisting electronic addresses. Stern relies on the “preferred rules” that are applied post-processing, and the fact that “email servers will try to alias email addresses” (Col. 9, par. 170). Bliss also has no provision for such administrator amending, as Bliss is mainly concerned with linking two previously created electronic addresses. Bliss only checks for uniqueness within its own internal database, and would have no reason to manually change a user’s electronic address, as the user approaches the invention in Bliss with two electronic addresses already in mind/use. In contrast,

the claimed invention includes the option of "...manual amendment of an address in an event that a valid address has not been generated by the sequence of address generation scripts" (Claim 1 and par. 29). However, in order to further prosecution, Applicant has amended claim 1 (and similar 8, 15, and 21) to more explicitly clarify this point. Accordingly, Applicant respectfully requests that the Office withdraw its rejection.

With respect to claims 2-7, 9-14, 16-20, and 21-26, the Office states that these claims are unpatentable over Stern in view of several different references. Applicants submit that none of these references cure the deficiencies of Bliss discussed above in connection with claim 1. Accordingly, Applicants respectfully request that this rejection be withdrawn.

With respect to dependent claim 3, Applicant continues to respectfully submit that Stern also fails to teach or suggest that one of the address generation scripts that produces the previously unused electronic address using user data is provided from a repository and wherein the sequence of address generation scripts are generated by a user. The Office refers to figure 3, submitting that various email templates are shown and "designed by a program developer". Applicant submits that such "program developers" are not equivalent to the "user" claimed in the claimed invention. The "user" in the claimed invention is an administrator, who has specifically picked the templates based on their own specific knowledge of the system [0019]. In Stern, the "program developer" simply implements code that "applies rules 111 of the most common combinations" [0163]. However, in order to further prosecution, Applicant has amended claim 3 to more explicitly clarify this point. Accordingly, Applicant respectfully requests that the Office withdraw its rejection.

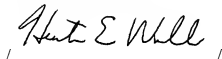
With respect to the Office's other arguments regarding dependent claims, Applicant herein incorporates the arguments presented above with respect to the independent claims from which the claims depend. Furthermore, Applicant submits that all dependant claims are allowable based on their own distinct features. Since the cited art does not teach each and every feature of the claimed invention, Applicant respectfully requests withdrawal of this rejection.

#### **IV. CONCLUSION**

In addition to the above arguments, Applicant submits that each of the pending claims is patentable for one or more additional unique features. To this extent, Applicant does not acquiesce to the Office's interpretation of the claimed subject matter or the references used in rejecting the claimed subject matter. Additionally, Applicant does not acquiesce to the Office's combinations and modifications of the various references or the motives cited for such combinations and modifications. These features and the appropriateness of the Office's combinations and modifications have not been separately addressed herein for brevity. However, Applicant reserves the right to present such arguments in a later response should one be necessary.

In light of the above, Applicant respectfully submits that all claims are in condition for allowance. Should the Examiner require anything further to place the application in better condition for allowance, the Examiner is invited to contact Applicant's undersigned representative at the number listed below.

Respectfully submitted,



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